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PRODUCT ORDER OPTIMIZATION IN REAL TIME BASED ON COMPONENT INFORMATION

Abstract of Disclosure

A system, method and program product for optimizing a product order in real time where the product includes at least one customer-selectable component. Component information such as component cost, delivery lag time and availability are determined in real-time by querying a manufacturer system and, in response to a component being unavailable at the manufacturer, querying at least one supplier system that can supply the component to the manufacturer. The customer is then offered at least one order option in real time based on the results of the determination.

Figures